

CONTRACT

WUAB
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Strategic Media Placement.
7669 Stagers Loop
Delaware, OH 43015

Contract / Revision 808261 /		Alt Order #
Product OH US SEN JOSH MANDEL AUG13-AUG20		
Contract Dates 08/13/12 - 08/20/12		Estimate # 2602
Advertiser Mendel, J/US Senate/R		Original Date / Revision 08/13/12 / 08/13/12
Billing Cycle EDM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WUAB	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling Cash In Advance		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WUAB	08/19/12	08/19/12	Su 5-6p	5-6p		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-----5				1	\$75.00			
N 2	WUAB	08/15/12	08/15/12	M-F 730-8p	730-8p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--W----				1	\$375.00			
N 3	WUAB	08/20/12	08/20/12	M-F 730-8p	730-8p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/28/12	M-----				1	\$375.00			
N 4	WUAB	08/14/12	08/17/12	Late News M-F	10-11p		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-TW-F--				3	\$300.00			
N 5	WUAB	08/16/12	08/16/12	Late News M-F	10-11p		:15/:15			BK	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	---T---				1	\$300.00			
N 6	WUAB	08/20/12	08/20/12	Late News M-F	10-11p		:15/:15			BK	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/28/12	M-----				1	\$300.00			
N 7	WUAB	08/14/12	08/17/12	M-F 730-8p	730-8p		:15/:15			BK	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-T--F--				2	\$375.00			
Totals											10	\$3,075.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/20/12	10	\$3,075.00	\$2,613.75
Totals	10	\$3,075.00	\$2,613.75

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



JOSH MANDEL

8086261

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2602
Media: TV Description: OH US SEN JOSH MANDEL AUG 13-AUG 20
Product: GENERAL Flight Start Date: 8/14/12 5:00:00 AM
Market: Cleveland Flight End Date: 8/20/12 4:59:00 AM

PM 8/1/12

Revision #: 0 Date: 8/13/2012

Separation between spots: 30

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days							Total Spots		
					Dur	Tue 8/14	Wed 8/15	Thu 8/16	Fri 8/17	Sat 8/18	Sun 8/19		Mon 8/20	
WUAB-TV														
97	Su 5:00p-6:00p CLOSER	EN	\$75.00	\$63.75	30	0	0	0	0	0	1	0	1	
98	MTuWThF 7:30p-8:00p TWO&HALF MEN B	PA	\$375.00	\$318.75	30	0	1	0	0	0	0	1	2	
99	MTuWThFSaSu 10:00p-11:00p ACTION NWS@10<	RT	\$300.00	\$255.00	30	1	1	0	1	0	0	0	3	
264	MTuWThFSaSu 10:00p-11:00p ACTION NWS@10<	RT	\$150.00	\$127.50	15	0	0	2	0	0	0	2	4	
336	MTuWThF 7:30p-8:00p TWO&HALF MEN B	PA	\$167.50	\$159.38	15	2	0	0	2	0	0	0	4	
Total Cost:					\$3,075.00	\$2,613.77								
Total					AUG 12	\$3,075.00	\$2,613.77							14

Disclaimer:

Signature:



Summary by Station/System

Date: 8/13/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2602
Media: TV Description: OH US SEN JOSH MANDEL AUG 13-AUG 20
Product: GENERAL Flight Start Date: 8/14/12 5:00:00 AM
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Station	Total Spots	STN Gross	PCT	STN Net	PCT
WUAB-TV	14	\$3,075.00	100%	\$2,613.77	100%
Market Total:	14	\$3,075.00		\$2,613.77	